



HIMSS21 Exhibitor Dashboard Features

April 15, 2021

Reminders



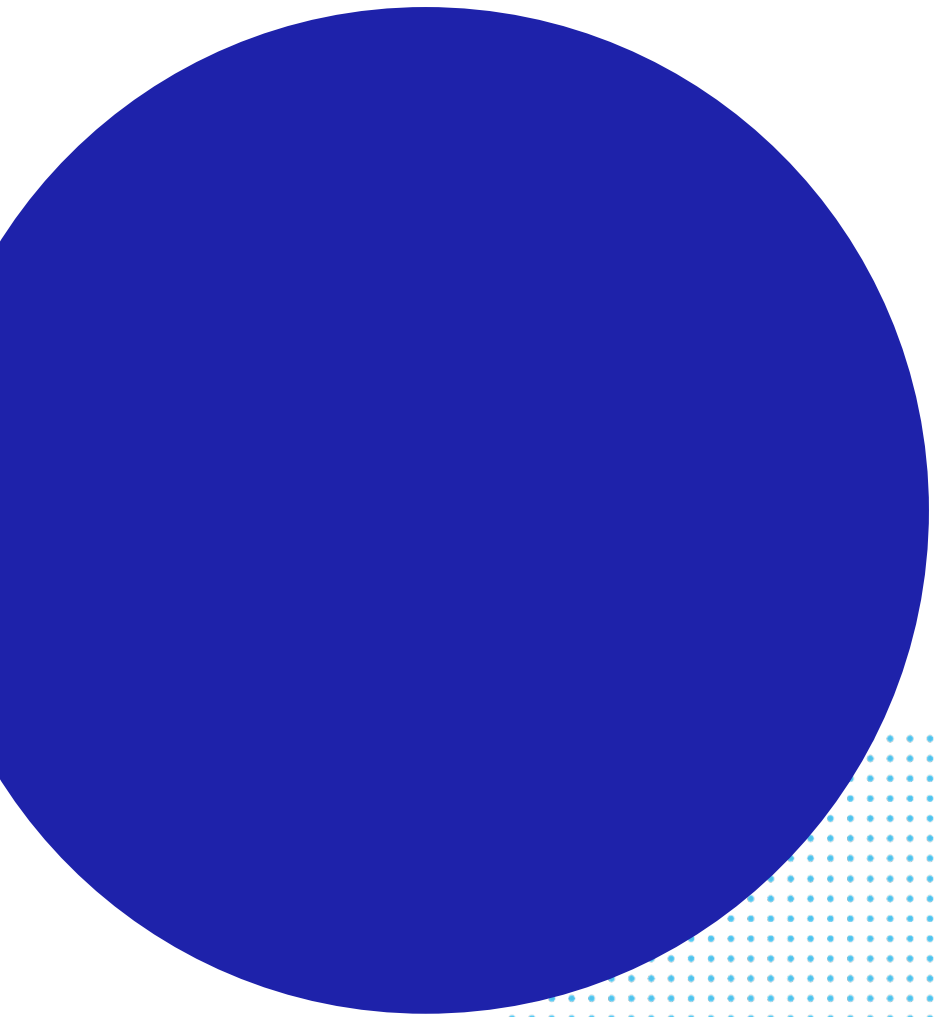
Your line was muted when you joined the call

If you have any questions throughout the presentation, please save until Q&A time as we may answer later in the presentation. During Q&A time, please use the chat box in the bottom of your screen.



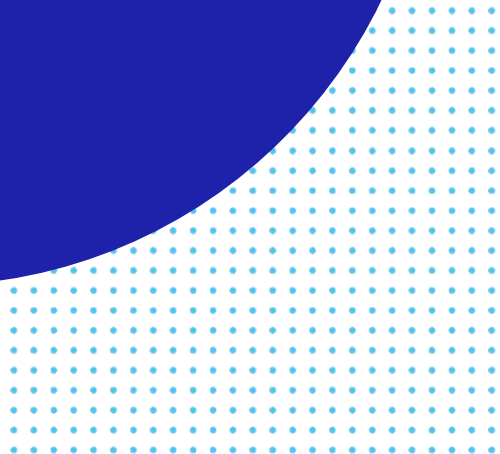
This webinar will be recorded

The recording and slides will be sent to all attendees via email within a few hours after the presentation. Please utilize the links throughout the slides for additional information.



Agenda:

- Dashboard – what is it and why it's important
- Features of Dashboard
- What's New – Exhibitor Profile Features
- Enhanced Listing



Exhibitor Dashboard Updates

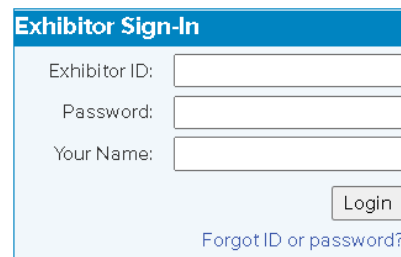
<https://himss21.exh.mapyourshow.com>

Welcome to the 2021 HIMSS Global Health Conference & Exhibition Exhibitor Dashboard

Please login with your Exhibitor ID and Password to review:

- Exhibitor Profile/Category Listing
- Service Manual
- Exhibitor Registration
- Upload company logo
- New Product & Services
- and Much More
















If you have any problems logging in please contact Eileen Keating at ekeating@himss.org or 312-915-9545.



The image shows a screenshot of the 'Exhibitor Sign-In' form. It has a blue header with the text 'Exhibitor Sign-In'. Below the header, there are three input fields: 'Exhibitor ID:', 'Password:', and 'Your Name:'. To the right of the 'Your Name:' field is a 'Login' button. Below the input fields, there is a link that says 'Forgot ID or password?'.



Dashboard Tiles – Basic Listing

 Exhibitor Directory Listing Edit company information & select product categories	 Download Invoice & PDF Contract Review your Account Summary, print a statement or download your contract.	 Upload Company Logo Upload your company logo as a JPG/PNG and EPS file. HIMSS requests two sets of logos.
 Upload Collateral Upload collateral for your online listing	 New Products & Services Enter details on the new products you will be showcasing on the exhibit floor.	 Scheduled Events Will you be having any exhibitor hosted events at the show? Use this section to announce your event.
 Media Information	 Additional Opportunities Purchase additional product categories or Enhanced Listings	 Event Service Manual Review show rules & regulations, order electrical, internet, carpet and more.
 Your Checklist for the Exhibitor Show Guide	 Exhibitor Badge Registration <i>Registration is now open!</i>	 Health & Safety Updates/ Newsletters
 Housing Housing is Open	 Special Offers	 Virtual Business Cards Manage Virtual Business Cards



<u>In-person benefits and opportunities</u>	Basic Listing – Complimentary	Package 1 - \$1,995	Package 2 - \$4,395
Contact Info, Website, Company Description, Product Categories, Logo	✓	✓	✓
Booth Number with Active Link to Floorplan	✓	✓	✓
New Product Gallery*	✓ (1)	✓ (2)	✓ (4)
Appointment Scheduling* ** (Coming in May)	✓	✓	✓
Scheduled Events*	✓ (2)	✓ (6)	✓ (8)
Virtual Business Cards w/ Live Chat*	✓ (1)	✓ (2)	✓ (4)
Collateral* (Press releases, blog posts, white paper, etc)	✓ (2)	✓ (6)	✓ (8)
Product Gallery* **		✓ (2)	✓ (4)
Access to Leads**		✓	✓
HIMSS21 Digital Conference Pass**		✓ (1)	✓ (1)
Featured Exhibitor*			✓
Priority Placement in Category Search*			✓
Highlighted Booth* (in-person exhibitors only)			✓
Product Spotlight*			✓ (1)
Interactive Demo* ** (15 minutes Tuesday – Thursday)			✓ (2)


Exhibitor Search

<https://himss21.mapyourshow.com>




Aug. 9 - 13
Las Vegas, NV

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 [Advanced Search](#)

SHOW RESULTS FOR


EXHIBITOR LIST


PRODUCT CATEGORIES


PAVILION PRODUCTS

SEARCH BY:

NEW! Appointment Scheduling



Available May 2021

- Every exhibitor already has pre-set appointment times. Meetings can be in booth or virtual.
 - Tues – Wednesday 10:00am – 5:00pm (30 min intervals)
 - Thursday 10:00am – 3:00pm (30 min intervals)
- Attendees can search for available meeting times and provide information about their needs when scheduling the meeting.
- Exhibitors will host the video meetings on the platform of their choice and provide the URL within MYS scheduling tool. (Zoom etc.)
- Meetings appear along with the location, in booth or virtual link, for both the attendees and exhibitors schedule.
- Reminder notifications
- One way calendar exports
- Recommend promoting the appointment scheduling for your on-site meetings
- HIMSS will be promoting this appointment scheduling feature to in-person attendee and digital attendees



NEW! Scheduled Events

- Promote branded scheduled events such as guest speakers, webinars, live chats, Q&A sessions, and more.
- Scheduled events allow exhibitors the opportunity to showcase in-booth events that would typically take place on the show floor.
- Attendees and users can view multiple scheduled events from anywhere at any time and reach out to online contacts with questions through the chat feature or by email.

Activity **45** **4** **2**
What is this? Views Clicks Leads

Exhibitor Directory Listing
Edit company information & select product categories

Download Invoice & PDF Contract
Review your Account Summary, print a statement or download your contract.

Upload Company Logo
Upload your company logo as a JPG/PNG and EPS file. HIMSS requests two sets of logos.

Upload Collateral
Upload collateral for your online listing

New Products & Services
Enter details on the new products you will be showcasing on the exhibit floor.

Scheduled Events
Will you be having any exhibitor hosted events at the show? Use this section to announce your event.

Upload Advertising Content
Upload Company Logo, Video/Images, text, product category sponsorship, and receive emails from attendees

Media Information

Additional Opportunities
Purchase additional product categories or Enhanced Listings

Event Service Manual
Review show rules & regulations, order electrical, internet, carpet and more.

Your Checklist for the Exhibitor Show Guide

Exhibitor Badge Registration
Registration is now open!

* Title

* Description 500 Chars Left
500 character limit including spaces and punctuation.

Type

*Schedules are listed in Eastern Time

* Start Time All times are in the local time zone of the show. (Pacific)

March - 2021							08:00 AM
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
28	1	2	3	4	5	6	08:05 AM
7	8	9	10	11	12	13	08:10 AM
14	15	16	17	18	19	20	08:15 AM
21	22	23	24	25	26	27	08:20 AM
28	29	30	31	1	2	3	08:25 AM

* End Time All times are in the local time zone of the show. (Pacific)

March - 2021							
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
28	29	30	31	1	2	3	



New! Virtual Business Cards w/ Live Chat



Ben Dunlap Available

Regional VP of Sales

Chat



- Attendees can view exhibitor contact information and reach out privately and directly online
- View who is available live and who can be reached via email
- Access to chat module, engage in real-time

New!

Rich, Downloadable Content

- Offer a variety of downloadable content to the HIMSS21 audience by uploading content directly through the exhibitor portal.
- Drop down menu to include:
 - Press Releases
 - Brochures
 - White Papers
 - Case Studies
 - Video URLs
 - Other Documentation URLs



New Product Gallery

New Product Qualification:

- Released within the past year (March 2020 – August 2021)
- Commercially available to the market within 3 months after HIMSS21
- Must be a new innovation (upgrade to existing product or service will not qualify)
- Submitted products must be available for demonstration at exhibitor booth

Activity **184**
Views **9**
Clicks **2**
Leads

What is this?

<p>Exhibitor Directory Listing Edit company information & select product categories</p>	<p>Download Invoice & PDF Contract Review your Account Summary, print a statement or download your contract.</p>	<p>Upload Company Logo Upload your company logo as a JPG/PNG and EPS file. HIMSS requests two sets of logos.</p>
<p>Upload Collateral Upload collateral for your online listing</p>	<p>New Products & Services Enter details on the new products you will be showcasing on the exhibit floor.</p>	<p>Scheduled Events Will you be having any exhibitor hosted events at the show? Use this section to announce your event.</p>
<p>Upload Advertising Content Upload Company Logo, Video/Images, text, product category sponsorship, and receive emails from attendees</p>	<p>Media Information</p>	<p>Additional Opportunities Purchase additional product categories or Enhanced Listings</p>
<p>Event Service Manual Review show rules & regulations, order electrical, internet, carpet and more.</p>	<p>Your Checklist for the Exhibitor Show Guide</p>	<p>Exhibitor Badge Registration <i>Registration is now open!</i></p>

Show Features Management

PLEASE NOTE: This page is not a true representation of how your information is seen by visitors. See the live page.

Show Features/Products

EDIT COMPANY INFORMATION

DELETE LOGO

HIMSS Analytics

[Click Here to View the Spec Sheet](#)

ADD

ADD

ADD

ADD

Show Feature Management

Feature Type:

* Feature Title:

* Feature Text: *(Limit 400 words or 3,500 characters, whichever is met first)*

Format B I U S x₂ x₃ I_x

← → 🔍 🗑️ 📄 📧 🚩 📁

Words: 0/400

* Multimedia File: No file chosen

[View Spec Sheet](#)

Valid multimedia formats are mp4, webm, mov, and ogg. Videos cannot exceed 5 minutes.

Enhanced Listings

- If you purchase an enhanced listing here are some of the **new** features:
 - Access to leads
 - HIMSS21 Digital Conference Pass
 - Interactive Demo
- For more information, please reach out to exhibitors@himss.org

Tags

- Exhibitors showcasing special offers, exhibitor events, and online contacts who may be available to chat in real-time, will be features with tags (see below photo)



Quick Access

Features will be showcased under SEARCH BY on the website – Collateral, Scheduled Events



SEARCH BY:

Anchor Exhibitors

Featured Exhibitors

Startup Companies

New benefits for in-person exhibitors

Discovery Sessions

Dedicated time for digital attendees to interact with in-person exhibitors through the HIMSS21 Product Directory.

Priority Points

In-person exhibitors will receive an additional 50 priority points. Will be applied prior to HIMSS22 booth selection, if contracted by May 1, 2021.

New Exhibitor Listing Features

Ability to add collateral, appointment scheduling, virtual business cards with chat feature and many more. Attend [informational webinar](#) April 15, 2021

*New Enhanced Listing Features**

Gain extra exposure to product/services with a video on the main exhibitor landing, gain access to leads and much more. *Additional fee applies

Digital attendees will have access to in-person exhibitors throughout week

Access to Product Directory located within HIMSS21 Digital.



Questions?
exhibitors@himss.org





Thank you!